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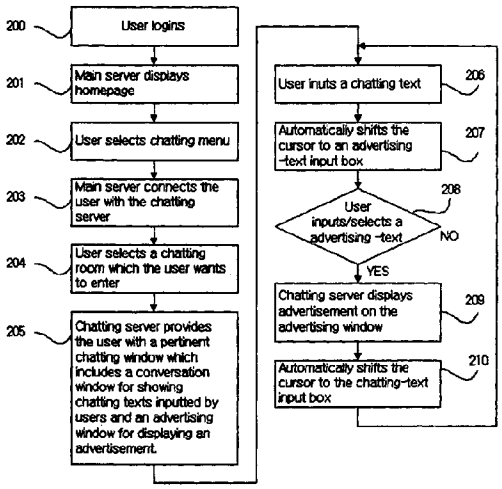
(54) **Title:** THE METHOD OF ADVERTISEMENT USING AN ONLINE CHATTING



(57) **Abstract:** The present invention relates to an advertising method using an on-line chatting system, and comprises the steps of: performing by a user a login to a web site and connecting with a chatting server for providing a character/image chatting service; providing by the chatting server the user with a conversation window having a chatting-text input box and an advertising window having an advertising-text input box; when the user inputs the chatting text and presses the enter key, providing conversation windows of all other users participating in a chatting room with the chatting text inputted by the user and shifting a cursor to the advertising-text input box; when the user inputs an advertising text and presses the enter key, searching by the chatting server the advertising texts stored in an advertising database, comparing the searched advertising texts with the advertising text inputted by the user to determine as to whether they are identical, and providing the user with the next advertisement; and automatically shifting thecursor again to the chatting-text input box.

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THE METHOD OF ADVERTISEMENT USING AN ONLINE CHATTING

Field of the Invention

The present invention relates to an advertising method using an on-line chatting system, and more particularly, to an advertising method using an on-line chatting system, wherein a conversation window having a chatting-text input box and an advertising window having an advertising-text input box are simultaneously displayed on a web browser window and a cursor can be automatically shifted between the chatting-text input box and the advertising-text input box in accordance with input of the enter key by a user, so that the user can easily input the chatting text and the advertising text, whereby an advertisement suitable to the characteristics of the user can be displayed on the web browser window.

Background of the Invention

Recently, owing to the rapid spread of the internet, a great deal of users can easily use chatting services via the internet. They can have a conversation with other persons living at a remote place by means of characters and images in a virtual space. Due to a rapid increase of internet users, an advertising market using the internet has expanded. Therefore, a web site that provides a conventional chatting service usually carries the advertisement in a manner such as a banner advertisement and so forth is inserted inside or outside the chatting window and is exposed unconsciously and conventionally to the users. However, according to statistics, the banner advertisement is not good in view of its effects of advertisement, contrary to its expectation. Further, since the users should click the banner advertisement and then connect with a relevant site in order to obtain detailed information on the advertised subject, chatting suffers a disconnection and the effects of advertisement are also hindered.

Summary of the Invention

The present invention is contemplated to solve the above problems. The object of the present invention is to provide an advertising method using an on-line chatting system, wherein a user can consciously perceive an advertisement through a process of inputting an advertising text by providing a chatting window simultaneously including a conversation window and an advertising window that have a chatting-text input box and an advertising-text input box, respectively; wherein the user can take an interest in the advertisement by searching its contents corresponding to the characteristics of the user and providing the advertisement's contents suitable to the user; and wherein it can be convenient of the user to input the text by automatically shifting the cursor between the chatting-text input box and the advertising-text input box in accordance with the input of the enter key for inputting the text into the two boxes.

In order to accomplish the above object of the present invention, there is provided an advertising method using an on-line chatting system including a main server 100 for processing data required for control of respective apparatuses for a web site and operation of the web site and for providing a user with a service thereof, a chatting server 110 for providing the user with the chatting environment and for processing data of characters, images, voice, etc. used for the chatting, a program portion 120 for providing the chatting server with data processing algorithm and for controlling a shift of a cursor and a processing of the chatting server for adapting the data of characters, images, voice, etc. to the user's chatting environment, an advertising database for storing advertising data therein, and a database 130 for storing system information, network environment information, user information, operating information and chatting information required for the operation of the web site, wherein a chatting and an advertisement are simultaneously provided. Further, the advertising method using an on-line chatting system according to the present invention comprises the steps of: performing by a user a login to the web site and connecting with the chatting server

for providing the character/image chatting service; providing by the chatting server the user with a conversation window having a chatting-text input box and an advertising window having an advertising-text input box, searching an advertisement matched with the user information, and then providing the advertising window with the advertisement; when the user inputs a chatting text and presses the enter key, providing conversation windows of all other users participating in the chatting room with a chatting text inputted by the user and shifting the cursor to the advertising-text input box; when the user inputs an advertising text and presses the enter key, searching by the chatting server the advertising texts stored in the advertising database, comparing the searched advertising texts with the advertising text inputted by the user to determine as to whether they are identical, and providing the user with the next advertisement; when the user inputs an arbitrary advertising text, searching by the chatting server the advertising texts stored in the advertising database and providing the user with a pertinent advertisement; and automatically shifting the cursor again to the chatting-text input box.

In addition, the step of inputting the advertising text by the user may further comprise a step of inputting the advertising text by means of vocal recitation thereof, or comprise a step of selecting one of pop-up advertising texts included in the advertising window or inputting a number of one of the advertising texts in the form of a multiple-choice question. The step of searching the advertisement and providing it to the user by the chatting server may comprise a step of searching an advertisement suitable to the user based on the user information including age, sex, hobby, occupation and field of interest.

The conversation window may be replaced by a game window provided with a game, such as cards, paduk, Korean chess, Korean playing cards, etc., which has a rest (or standby) period of time while playing the game.

Brief Description of the Drawings

Figure 1 is a block diagram of a system according to the present invention.

Figure 2 is a flowchart showing an embodiment of use of the chatting and

advertising service according to the present invention.

Figure 3 shows an example of a web browser window according to the present invention.

Detailed Description of the Preferred Embodiments

Hereinafter, a preferred embodiment of the present invention will be explained in detail with reference to the drawings.

Figure 1 is a block diagram of a system according to the present invention. A user connects via the internet with a main server 100 which processes data required for control of respective apparatuses for a web site and operation of the web site and provides the user with a homepage of the web site. The main server 100 connects with a chatting server 110 which provides the user with the chatting environment and processes data of characters, images, voice, etc. used for the chatting. It also connects with a program portion 120 for providing the chatting server with data processing algorithm and for controlling a shift of the cursor and the processing for adapting the data of characters, images, voice, etc. to the user's chatting environment (screen, speakers, camera, microphone, etc.). It further connects with an advertising database for storing advertising data provided, along with the chatting, to the user. It finally connects with a database 130 for storing system information, network environment information, user information, operating information and chatting information required for the operation of the web site.

Therefore, when the user inputs an advertising text matched with an advertisement to be provided, the chatting server searches an advertising text stored in the advertising database, while comparing it with the inputted advertising text for determining as to whether their texts are identical. It then provides the next advertisement. Otherwise, when the user inputs an advertising text in order to obtain information on an advertisement as a text, the chatting server compares the advertising text stored in the advertising database with the inputted advertising text. If an advertisement identical with the inputted advertising text is found, the chatting server provides the user with a pertinent advertisement. Further, as for the same

advertisement text stored in the database, an advertiser can change the contents of the advertisement. In such a case, the contents of the advertisement may be differently classified based on information on the user including age, sex, hobby, occupation, field of interest, etc., and accordingly, the chatting server checks the information on the user and provides the advertisement corresponding to the information when providing the advertisement.

In addition, when the user inputs an advertising text with the voice of the user, the main server converts the voice data into a digital character data that, in turn, goes through the same procedures as the search of the advertising text as described above.

Figure 2 is a flowchart showing an embodiment of use of the chatting and advertisement service according to the present invention.

When the user performs a login to a web site via the internet and connects with the main server (step 200), the main server transmits the homepage of the web site to the user to be displayed on a screen (step 201). Then, when the user selects a chatting menu in the homepage (step 202), the main server connects the user with the chatting server that, in turn, provides the user with information on a currently opened chatting room, a chatting room which the user can enter, and identification numbers (IDs) and current state of other users connected with the chatting server (step 203).

When the user selects a chatting room which the user wants to enter (step 204), the chatting server provides the user with a pertinent chatting window (see Figure 3) which includes a conversation window for showing chatting texts inputted by users and an advertising window for displaying an advertisement (step 205).

At this time, the advertising window is provided with a pertinent advertisement matched with the information of the user.

When the user participates in the chatting, inputs a chatting text into the chatting-text input box, and presses the enter key on a keyboard (step 206), the chatting server transmits the text inputted by the user to conversation windows in all other users, who occupy the chatting room, and automatically shifts the cursor to an advertising-text input box (step 207).

Then, when the user inputs an advertising text into the advertising-text input box and presses the enter key on the keyboard (step 208), the chatting server compares

the advertising data stored in the advertising database with the inputted advertising text via the program portion. This determines whether they are identical, causes the next advertisement to be displayed on the advertising window (step 209), and shifts the cursor to the chatting-text input box (step 210).

At this time, as for the advertisement displayed at step 209, the advertisement corresponding to the inputted advertising text does not always have the same contents. Based on information on the user, i.e., age, sex, hobby, occupation, field of interest, etc., inputted by the user upon subscribing to the web site as a member (not shown), the contents of the advertisement matched with the information are searched, extracted and displayed. Therefore, even though users input an identical advertising text, the displayed contents of an advertisement vary with the characteristics of the users.

On the other hand, if the user presses the enter key on the keyboard without inputting any text into the advertising-text input box in step 208, the cursor is shifted to the chatting-text input box without any change in the advertising window.

Thus, by repeating steps 206 to 210, the user can simultaneously chat and view the advertisement and shift the position of the cursor by pressing the enter key on the keyboard. Further, if the user inputs any advertising text in step 208, the chatting server may search the advertising database and cause an advertisement and information suitable to the user to be displayed, through the program portion.

Figure 3 shows an example of a web browser window according to the present invention.

The chatting window (3; 3') on the web browser as illustrated in Figure 2 can be constructed as follows: the chatting window on the web browser comprises a conventional menu bar at an upper end thereof; a conversation window on the center thereof; a chatting information box for displaying information on a chatting room name, chatting participants and their IDs, etc.; and an advertisement window. A chatting-text input box 30, and an advertising-text input box 31 and an advertising-text selecting box 33 are provided below the conversation and advertising windows, respectively.

Here, the chatting window 3 is shown under the condition that the cursor 32 is positioned in the chatting-text input box 30 so that the user can input a chatting text therein. The chatting window 3' is shown under the condition that the cursor 32 is

positioned in the advertising-text input box 31, so that the user can input an advertising text therein. The cursor can be shifted by pressing the enter key on the keyboard, as described above, or by clicking a mouse in accordance with the selection by the user.

The present invention is not limited to the above. In the conversation window, a chatting text as well as a user's image in case of video chatting may be inserted. Through the advertising window, the chatting server may provide the user with a pop-up advertisement selecting box 33 or a multiple-choice question for previously registered advertising texts, and thus, the user can easily select an advertising text by utilizing a mouse or inputting a number.

Furthermore, when any one of chatting participants inputs a chatting text, the chatting server causes the inputted text to be displayed on the chatting screens of all other chatting participants. Likewise, the method of the invention may further include the step in which, when any one of the chatting participants inputs an advertising text, the chatting server causes an advertisement searched through the program portion to be displayed simultaneously on advertising windows of the participant, who inputs the advertising text, as well as all other participants. In the case where a voice recognition program or apparatus is added to the chatting server, when the user selects an advertisement by using his or her voice during the chatting, the chatting server converts the user's voice into a digital character data or analyzes various components of the voice and compares them with voice components stored in the advertising database, through the voice recognition program or apparatus. Thus, this causes an advertisement corresponding thereto to be searched and displayed.

In addition, in a further embodiment of the present invention, the conversation window may be replaced by a game window provided with a game, such as cards, paduk, Korean chess, Korean playing cards, conventional games, etc., which has a rest (or standby) period of time while playing the game. Thus, the user can see information on an advertisement while playing the game.

Industrial Applicability

According to the present invention as described above, by providing the

chatting window simultaneously including the conversation and advertising windows, and by constructing the chatting-text input box and the advertising-text input box similar thereto, the user can consciously perceive an advertisement. In particular, by automatically shifting the cursor between the input boxes, the inconveniences of shifting the cursor using a mouse can be eliminated. The user can be provided with an advertisement which has contents suitable to the characteristics of the user, so that the user can take an interest in the advertisement, resulting in high advertising effects.

Further, by adding the voice recognition program or apparatus to the chatting server, the user can input an advertising text with his or her voice so that the user may easily access the advertisement.

CLAIMS

1. An advertising method using an on-line chatting system, said on-line chatting system including a main server 100 for processing data required for control of respective apparatuses for a web site and operation of said web site and for providing a user with a service thereof, a chatting server 110 for providing said user with the chatting environment and for processing data of characters, images, voice, etc. used for the chatting, a program portion 120 for providing said chatting server with data processing algorithm and for controlling a shift of a cursor and a processing of said chatting server for adapting said data of characters, images, voice, etc. to said user's chatting environment, an advertising database for storing advertising data therein, and a database 130 for storing system information, network environment information, user information, operating information and chatting information required for the operation of said web site, wherein a conversation window and an advertising window are simultaneously provided on a chatting window, comprising the steps of:

performing by said user a login to said web site and connecting with said chatting server for providing said character/image chatting service after subscribing to said web site in accordance with requirements thereof;

providing by said chatting server said user with said conversation window having a chatting-text input box and said advertising window having an advertising-text input box and simultaneously, searching an advertisement matched with said user information, and then providing said advertising window with said advertisement;

when said user inputs a chatting text and presses the enter key, providing conversation windows of all other users participating in said chatting room with a chatting text inputted by said user and shifting said cursor to said advertising-text input box; and

when said user inputs an advertising text and presses said enter key, searching by said chatting server the advertising texts stored in said advertising database, comparing said searched advertising texts with said advertising text inputted by said

user to determine as to whether they are identical, providing said user with the next advertisement, and automatically shifting said cursor again to said chatting-text input box.

2. The method as claimed in Claim 1, wherein said step of inputting said advertising text by said user further comprises a step of inputting said advertising text by means of vocal recitation thereof.

3. The method as claimed in Claim 1, wherein said step of inputting said advertising text by said user further comprises a step of selecting one of pop-up advertising texts included in said advertising window or inputting a number of one of said advertising texts provided in the form of a multiple-choice question.

4. The method as claimed in Claim 1, wherein said step of searching said advertisement and providing it to said user by said chatting server comprises a step of searching the advertisement corresponding to advertising characters arbitrarily inputted by said user within said advertising database, and causing said searched advertisement to be displayed on said advertising window.

5. The method as claimed in Claim 1, wherein said conversation window can be replaced by a game window provided with a game, such as cards, paduk, Korean chess, Korean playing cards, and conventional on-line games, which has a rest (or standby) period of time while playing the game.

FIG. 1

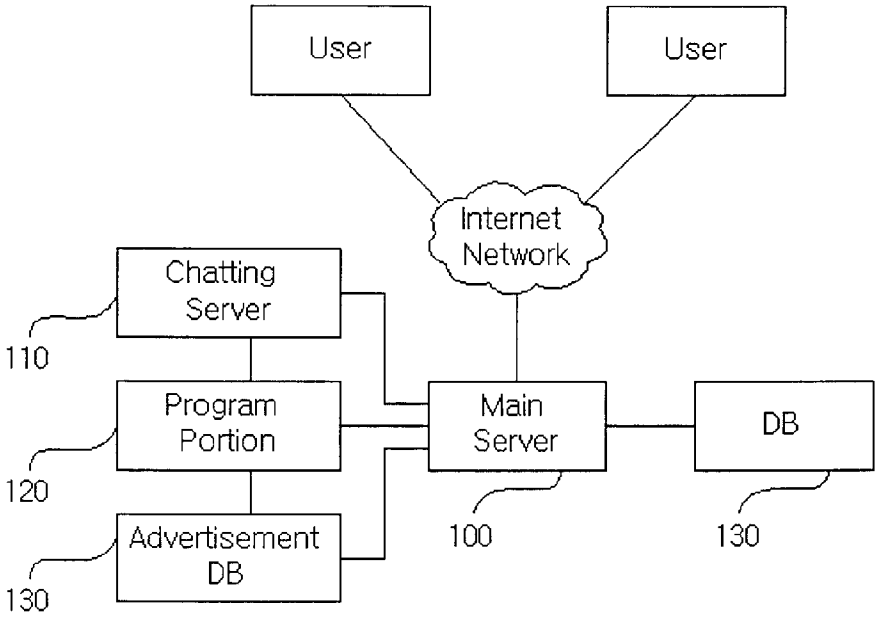

User
User
Internet Network
Chatting Server
110
Program Portion
120
Advertisement DB
130
Main Server
100
DB
130

FIG. 2

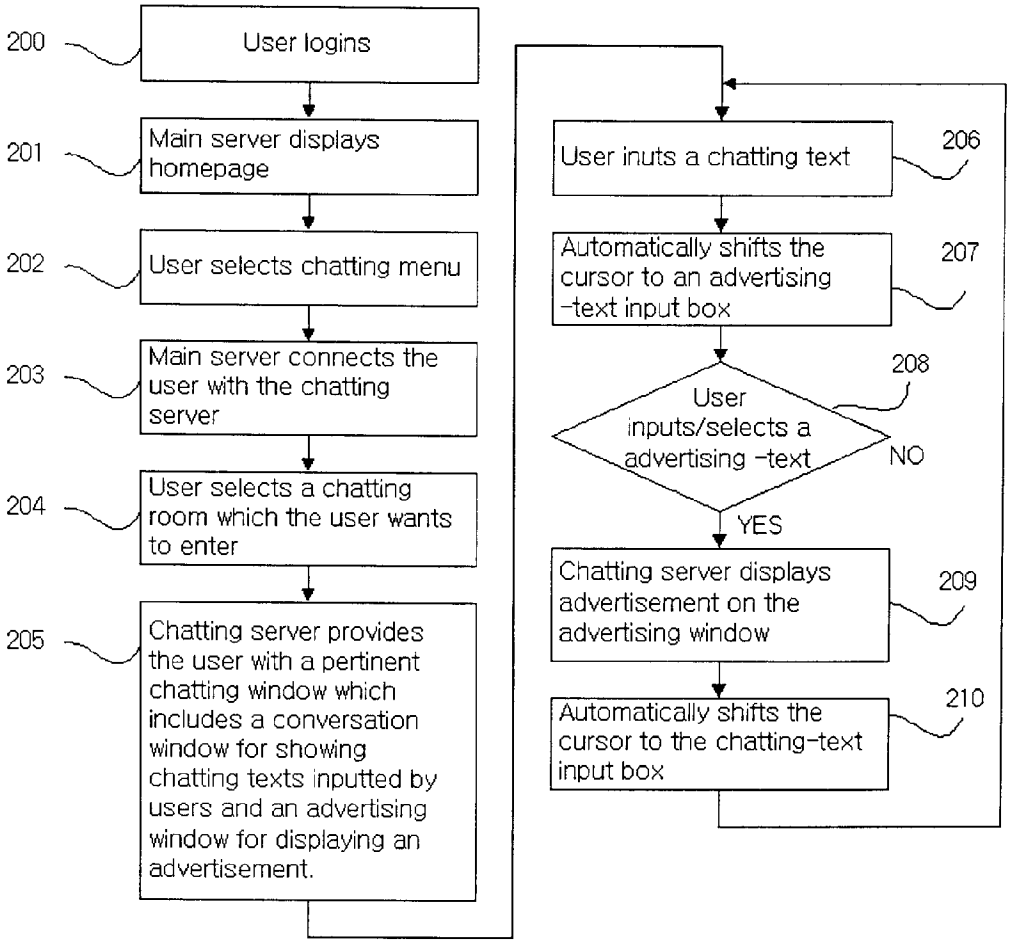
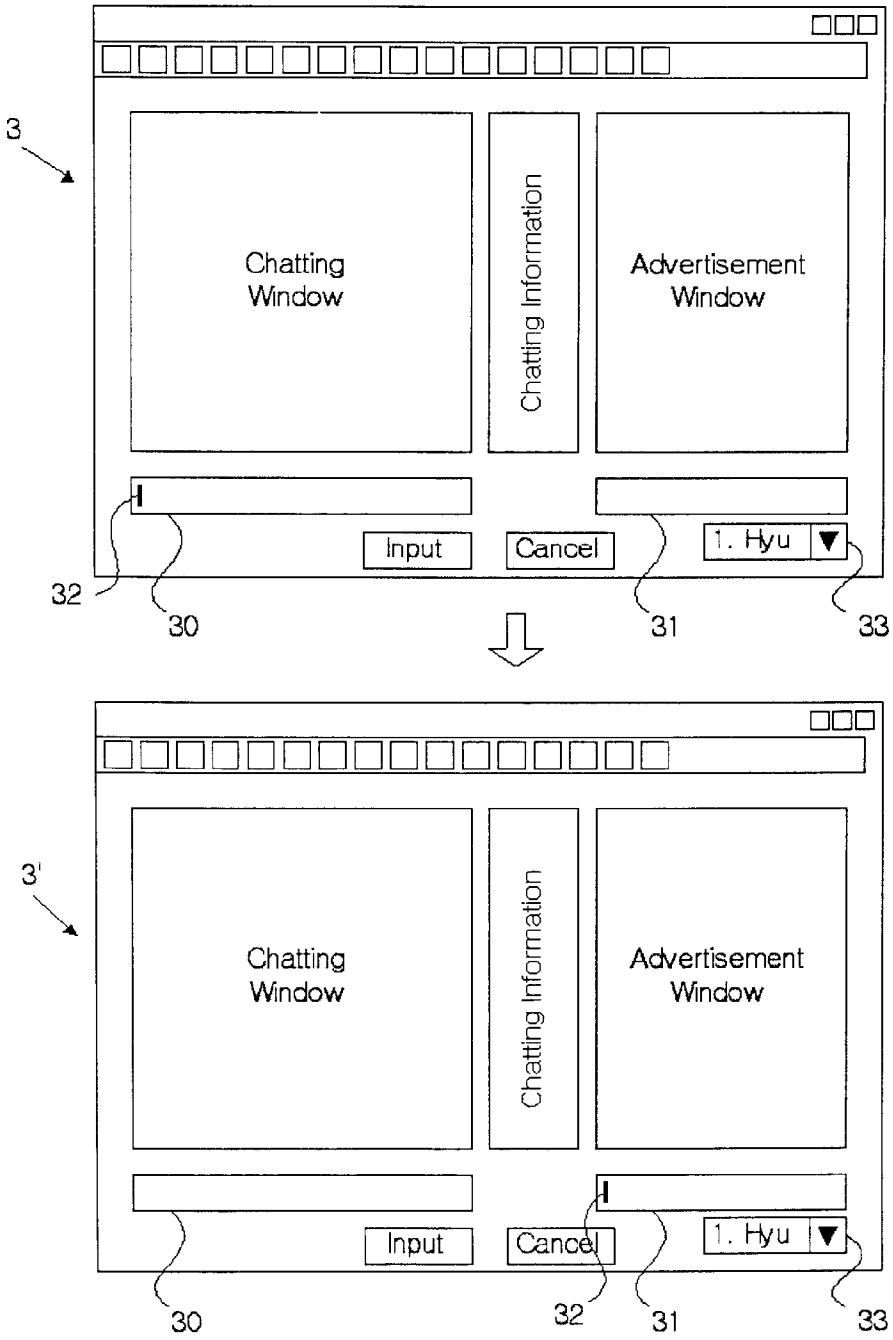

200
User logins
201
Main server displays homepage
202
User selects chatting menu
203
Main server connects the user with the chatting server
204
User selects a chatting room which the user wants to enter
205
Chatting server provides the user with a pertinent chatting window which includes a conversation window for showing chatting texts inputted by users and an advertising window for displaying an advertisement.
206
User inuts a chatting text
207
Automatically shifts the cursor to an advertising -text input box
208
User inputs/selects a advertising -text
NO
YES
209
Chatting server displays advertisement on the advertising window
210
Automatically shifts the cursor to the chatting-text input box

FIG. 3


3
Chatting Window
Chatting Information
Advertisement Window
Input
Cancel
1. Hyu
32
30
31
33
3'
Chatting Window
Chatting Information
Advertisement Window
Input
Cancel
1. Hyu
30
32
31
33

INTERNATIONAL SEARCH REPORT

international application No.
PCT/KR01/00080

A. CLASSIFICATION OF SUBJECT MATTER

IPC7 G06F 17/60

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimun documentation searched (classification system followed by classification symbols)

IPC7 G06F 17/60

Documentation searched other than minimun documentation to the extent that such documents are included in the fileds searched

Korean Patents and applications for inventions since 1975

Electronic data base consulted during the interntional search (name of data base and, where practicable, search trerms used)

http://www.delphion.com ; (chat*) <in> TI

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO09821664 A1 (MONCREIFF.) 22 MAY 1998 See abstract	1-5
A	WO00058882 A1 (JOO JIN-YONG) 5 OCTOBER 2000 See abstract	1-5
A	JP11203227 A2 (NETWORK COMMUNITY CREATION) 30 JULY 1999 See abstract	1-5

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

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Date of the actual completion of the international search	Date of mailing of the international search report
25 APRIL 2001 (25.04.2001)	27 APRIL 2001 (27.04.2001)
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